

WDAF - TV - Issue Ad Public File Checklist

1. IAFF
Name of Sponsoring Organization
2. Accepted: Rejected: (mark one)
3. Class of Time: ISSUE
4. Flight dates and times

5. SEE ATTACHED
Rate charged
6. SENATE RACE
Description of Issue
6. 1750 NEW YORK AVE NW
Address of Sponsoring Organization
Washington DC 20006
7. 202 737 8484
Telephone Number of Sponsoring Organization
8. Sponsor's Officers/Directors/Executive Committee
Bill Glazier Dir. of Media Relations

9. Description of substantiation provided (if any)
10. Proper Sponsorship Identification: Yes No

Quinton
Name Date



WDAF-TV

ORDER

Print Date

10/17/12

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Flight Dates 10/16/12-10/29/12

<u>Contract / Revision</u>	<u>584018</u>	<u>/</u>	<u>IAFF (FIREFIGHTERS)</u>	<u>Order Sep</u>	00:15:00	
<u>Original Date / Revision</u>			<u>Agency Com</u>	<u>15%</u>	<u>Estimate #</u>	2121
10/17/12 10/17/12			<u>Billing Contact</u>	<u>Alt Order #</u>	09845805	
<u>Advertiser</u> IAFF FirePAC 2012			3050 K Street NW Ste 100 Washington, DC 20007	<u>Billing Type</u>	Cash	
<u>Agency</u> Waterfront Strategies			<u>Sales Office</u> DC-M	<u>Order Type</u>	GENERAL	
<u>Buying Contact</u>			<u>Sales Region</u> NAT	<u>Billing Cycle</u>	EOM/EOC	
1010 Wisconsin Avenue Suite 800 Washington, DC 20007			<u>Agency Ref</u>	<u>Billing Calendar</u>	BROADCAST	
				<u>Demographic</u>	A35+	
				<u>Rev Codes</u>	SP-POL ISS	POL
				<u>Product Codes</u>	PL2C	
				<u>Priority</u>	DEFAULT	
				<u>Advertiser Ref</u>		

Primary Account Executive

Dan Driscoll

<u>Account Executive</u>	<u>Order%</u>	<u>Start Date</u>	<u>End Date</u>
Dan Driscoll	100%		

Order Share 25% Market Value 51720

<u>Competing Station</u>	<u>% of Order</u>	<u>Amount</u>
KCPT	%	0
KCTV	25%	12930
KCWE	%	0
KMBC	25%	12930
KMCI	%	0
KPXE	%	0
KSHB	25%	12930
KSMO	%	0

Order Totals

<u>Month</u>	<u># of Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>	<u>Rating</u>	<u>Start Date</u>	<u>End Date</u>	<u># Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>
October 2012	18	\$10,990.50	\$12,930.00	0.00	10/01/12	10/28/12	18	\$10,990.50	\$12,930.00
Totals	18	\$10,990.50	\$12,930.00	0.00					

Billing Plan

<u>Ln</u>	<u>Ch</u>	<u>Start</u>	<u>End</u>	<u>Inventory Code</u>	<u>Break</u>	<u>Start/End Time</u>	<u>Days</u>	<u>Len</u>	<u>Spots</u>	<u>Rate</u>	<u>Pri</u>	<u>Rtg</u>	<u>Type</u>	<u>Spots</u>	<u>Amount</u>		
E 1	4	10/18/12	10/19/12	M-F 7-9a	CM-All	7-9a	---TF--	:30	1	\$825.00	1	0.00	NM	1	\$825.00		
FOX 4 NEWS																	
			<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week: 10/15/12			10/21/12	---TF--	1	\$825.00	0.00										
E 2	4	10/18/12	10/19/12	M-F 7-9a	CM-All	7-9a	---TF--	:30	1	\$825.00	1	0.00	NM	1	\$825.00		
FOX 4 NEWS																	
			<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week: 10/15/12			10/21/12	---TF--	1	\$825.00	0.00										
E 3	4	10/18/12	10/19/12	M-F 9-10a	CM-All	9-10a	---TF--	:30	1	\$500.00	1	0.00	NM	1	\$500.00		
FOX 4 NEWS AT 9A																	
			<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week: 10/15/12			10/21/12	---TF--	1	\$500.00	0.00										



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Print Date: 10/17/12

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Contract / Revision <u>584018</u> Flight Dates <u>10/16/12-10/29/12</u>										Hiatus Dates					
Original Date / Revision <u>10/17/12/ 10/17/12</u>										Order Sep	00:15:00				
Advertiser	<u>IAFF FirePAC 2012</u>					Product	<u>IAFF (FIREFIGHTERS)</u>			Estimate #	<u>2121</u>				
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Amount
E 4	4	10/18/12	10/19/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	---TF--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
FOX 4 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/21/12		---TF--		1				\$500.00		0.00			
E 5	4	10/18/12	10/19/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	---TF--	:30	1	\$375.00	2	0.00	NM	1	\$375.00
JUDGE JUDY/JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/21/12		---TF--		1				\$375.00		0.00			
E 6	4	10/18/12	10/19/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	---TF--	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00
FOX 4 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/21/12		---TF--		1				\$1,440.00		0.00			
E 7	4	10/21/12	10/28/12	SU 1132-1232A Su 1132-1232a	CM-All	1132-1232a	-----S	:30	2	\$100.00	2	0.00	NM	4	\$400.00
BURN NOTICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/21/12		-----S		2				\$100.00		0.00			
Week: 10/22/12		10/28/12		-----S		2				\$100.00		0.00			
E 8	4	10/22/12	10/26/12	M-F 7-9a M-F 7-9a	CM-All	7-9a (7:00 AM-8:00 AM)	MTWTF--	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/28/12		MTWTF--		1				\$825.00		0.00			
E 9	4	10/22/12	10/26/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	MTWTF--	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/28/12		MTWTF--		1				\$825.00		0.00			
E 10	4	10/22/12	10/26/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	MTWTF--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
FOX 4 NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/28/12		MTWTF--		1				\$500.00		0.00			
E 11	4	10/22/12	10/26/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	MTWTF--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
FOX 4 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/28/12		MTWTF--		1				\$500.00		0.00			
E 12	4	10/22/12	10/26/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	MTWTF--	:30	1	\$375.00	2	0.00	NM	1	\$375.00
JUDGE JUDY/JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/28/12		MTWTF--		1				\$375.00		0.00			
E 13	4	10/22/12	10/26/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	MTWTF--	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00
FOX 4 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/28/12		MTWTF--		1				\$1,440.00		0.00			
E 14	4	10/22/12	10/26/12	M-F 9-10p M-F 9-10p	CM-All	9-10p (9:00 PM-9:30 PM)	-T--F--	:30	2	\$1,800.00	1	0.00	NM	2	\$3,600.00



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Contract / Revision 584018 Flight Dates 10/16/12-10/29/12

Hiatus Dates

Original Date / Revision 10/17/12 / 10/17/12

Order Sep 00:15:00

Advertiser IAFF FirePAC 2012

Product IAFF (FIREFIGHTERS)

Estimate # 2121

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	Amount
FOX 4 NEWS																		
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating													
Week: 10/22/12	10/28/12	-T--F--	2	\$1,800.00	0.00													
																Totals		
																18 \$12,930.00		